

ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 37192
 Alt Order #: 08860398
 Product Desc: ROMNEY/P/R
 Estimate: 361
 Flight Dates: 09/07/12 - 09/10/12
 Original Date / Rev: 09/06/12 / 09/06/12
 Order Type: GENERAL

Primary AE:
 Sales Office:
 Sales Region:

Agency Name: American Rambler Production
 Buying Contact:
 Billing Contact:
138 Conant St.
Beverly, MA 01915

Billing Type:
 Billing Calendar:
 Billing Cycle:
 Agency Commission:

Advertiser Name: Romney, Mitt / R-Pres
 Demographic: A35+
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation:
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/09/12	52	\$41,030.00	\$34,875.50		September 2012	52	\$41,030.00	\$34,875.50	0.00
					Totals		52	\$41,030.00	\$34,875.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share

	Share	Total
KLAS	30%	\$41,030.00

Market	100%	\$136,766.67
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Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$34,191.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,838.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	8	09/07/12	09/07/12	8 News Now 6a M-F	CM	6-7a	-----F--	:30	2	\$245.00	LV2	0.00	NM	2	\$490.00	
NEWS																
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating									
Week: 09/03/12		09/09/12		-----F--	2	\$245.00	0.00									
E 4	8	09/07/12	09/07/12	CBS This Morning	7-9a	CM	7-9a	-----F--	:30	2	\$150.00	LV2	0.00	NM	2	\$300.00
CBS This Morning																

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N53	8	09/09/12	09/09/12	Sun 7-8p 60 Minutes	CM	7-8p	-----S	:30	1	\$3,375.00	LV1	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1	\$3,375.00			0.00					
N54	8	09/09/12	09/09/12	Sun 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1	\$4,000.00			0.00					
													Totals	52	\$41,030.00